



[First Impressions Manual]



[A Guide to Creating a “Wow” Experience]



01 [What is First Impressions?]	...1
02 [Why First Impressions?]	...2
03 [Who is First Impressions?]	...3
04 [How Does It Work?]	...8
05 [Guidelines and Rules]	...10
06 [Team Leader Duties]	...12
07 [Team Member Duties]	...13
08 [Creating Lasting Impressions]	...15



[What is First Impressions?]

01

First Impressions works to create “Wow” experiences for our guests. We want to ensure that guests of Crossroads know that they are important to us and more importantly, to God. First Impressions works to make guests feel welcomed and comfortable.

[Guiding Verses]

“Don't forget to show hospitality to strangers, for some who have done this have entertained angels without realizing it!” Hebrews 13:2

“Therefore welcome one another as Christ has welcomed you, for the glory of God.” Romans 15:7

“So welcome him in the Lord with all joy, and make sure you honor such people highly.” Philippians 2:29

[Vision Statement]

To help people make their next step toward a commitment to Christ, or Crossroads Church.

[Mission Statement]

Create an environment that is welcoming, friendly and non-stressful for guests and regular attendees of Crossroads.

[Ministry Alignment]

First Impressions will ensure that is in alignment with the Crossroads Church Core Values of “Love, Grow, Serve, Go” in the following ways:

Love: Our whole ministry is about loving guests and members of Crossroads through accomplishing our Mission Statement.

Grow: We will weekly conduct a brief (5-10 min) lesson and prayer time before each team heads out to serve during weekend services. We will also conduct quarterly training for new and current team members, to train, focus and better our efforts. Lastly we will encourage and organize non ministry related events to encourage team community.

Serve: Every thing we do is about service. In addition to regular service during events, we will focus on individual training and evaluations to best help people serve not only where they are needed but where they are best S.H.A.P.E.'d by God to serve.

Go: First Impressions is the hands and feet of Crossroads. In doing our mission we are helping fulfill the Great Commission. Every person who is serving in this ministry will receive as part of their training “How to share the Gospel”. We want our volunteers to be confident that they can share the gospel with others, so we will equip and encourage them in this.



[Why First Impressions?]

02

Why do we do First Impressions? The simplest reason is that we strive to show our guests the Love of Christ. Here is why we do it in more detail.

[Guiding Principles]

- ◆ We believe that every person that comes to any Crossroads event (on campus or off) is...
 - ◆ Loved by God.
 - ◆ In need of Christ's salvation.
 - ◆ Has been brought to Crossroads by divine appointment.
- ◆ We believe that we are to be good stewards of that which God has entrusted to us. This includes guests HE has brought to us.
- ◆ We believe that next to children and youth, guests are the most important people who attend any of our services.
- ◆ We believe that guests will make either a positive or a negative impression within the first 15 minutes of arriving.

[Overall Goals]

1. We want guests to leave our service having had a "WOW" experience to tell others about it at their work, in their neighborhood, among their family and friends.
2. We want guests to return for a second visit.
3. We want guests to make a decision for Christ.

[Commitments to Success]

- ◆ **Commitment to Excellence:** Everyone, from the pastor on down to the newest church member must participate in a commitment to excellence in all that we do. For First Impressions this is relevant in our commitment to providing the best possible service to guests, the kindest and warmest welcome possible, the best possible security, the smoothest possible check in/out procedure, the best quality marketing material and even the cleanest possible facility.
- ◆ **Commitment to Serve:** This ministry requires people to serve and, next to children's ministry, is the largest area of need on Sunday mornings. There must be consistent encouragement from leaders for individuals to get involved.
- ◆ **Commitment to Guests:** Guests, after our children and youth, are the most important people that attend Crossroads Church. They are the reason we exist. They are our mission. We must continually remind the church body of this commitment.
- ◆ **Commitment to Connect:** We must commit to connecting our guests with regular attendees, in order to further help them in their next step toward a personal decision for Christ. This can be accomplished thru personal invitations, planned community building events and most importantly small groups. We must commit to connecting every guest to a small group.
- ◆ **Commitment to Love:** The most important commitment we make is to Love. We must love as Christ has loved us, (John 15:9-17) Showing guests this love in *all* that we do.



[Who is First Impressions?]

03

The First Impressions team is made up of people from all walks and stages of life. They are the key to creating “Wow” experiences for our guests.

[First Impressions Team Leaders]

The First Impressions Ministry Team is overseen outwardly by the Lead Pastor and Board of Elders. They have the final authority on all matters. The leadership flow within the team starts at the First Impressions Director, who oversees the whole of the ministry. The five team leads (Greeter, Usher, Hospitality, Information Liaison and Marketing) report to the First Impressions Director. The team member are overseen by their team leaders.

[First Impressions Director]

The First Impressions Director oversees all aspects of the First Impressions Ministry. He/She is responsible for the training and oversight of team members, the implementation of plans and policies and the day to day operations of the First Impression Ministry.

[Lead Greeter]

The Lead Greeter works with the First Impressions Director to ensure all guests are adequately welcomed and cared for upon immediate arrival to the Crossroads campus. The Lead Greeter will oversee the parking lot, rear lobby and main lobby. The Lead Greeter ensures that all guests are directed to a Welcome Center.

[Lead Usher]

The Lead Usher works with the First Impressions Director to ensure all guests are seated, safe and serviced during the service time. The Lead Usher oversees the main sanctuary of Crossroads Church along with security, medical and emergency response. The Lead Greeter will be responsible for completing a head count, the collecting of the offering and the greeting of guests as they leave the sanctuary.

[Lead Hospitality]

The Lead Hospitality works with the First Impressions Director to ensure that all guests feel adequately cared for and comfortable. The Lead Hospitality oversees, the café, guest reception and facility set up and tear down. The Hospitality Lead ensures that all guests receive a welcome gift.

[Lead Information Liaison]

The Lead Information Liaison works with the First Impressions Director to ensure all guests are adequately informed, guided and contacted. The Lead Information Liaison oversees the Welcome Center, CrossTown Check-in, VIP Guides and guest follow-up. The Lead Information Liaison is responsible for all information requests, guest tours, children's check-in, event registrations and visitor counts.



[Who is First Impressions?] continued

03

[Marketing Lead]

The Marketing Lead works with the First Impressions Director to ensure that everything a guest sees, hears, clicks, touches and reads creates a positive image of Christ and Crossroads Church. The Marketing Lead oversees the design, layout, copywriting and proofreading of all material that is intended for external use. This material includes but is not limited to, service slides, ministry flyers, brochures, Web sites and advertising. The Marketing Lead will ensure all material Crossroads Church produces is in compliance with the *Crossroads Church Communications Guide*.

[First Impressions Team Members]

The First Impressions team members perform various duties that relate to different parts of our guests experience. They report to their team leaders and are the core of the First Impressions Ministry.

[Parking Lot Attendants/Greeters]

The Parking Lot Attendants/Greeters ensure that all guests are directed to the guest parking and that all regulars are parked in an orderly and efficient manner. They will also ensure all guests are given a welcome card and offered appropriate assistance to the main lobby.

[Lobby Greeters]

The Lobby Greeters welcome guests and regulars into the building. They ensure that everyone receives at the very least a hello, a smile and a bulletin, and will offer a hand shake or a hug where appropriate. They will direct guests to the Welcome Center.

[Welcome Center Hosts]

The Welcome Center Hosts ensure that all guests and attendees receive any information they are seeking. They also answer the main telephone line to ensure that any caller is able to find the information they are looking for. They will assist all attendees with resource requests, event registration and any problems an attendee may have.

[CrossTown Check-In Assistants]

The CrossTown Check-In Assistants help all attendees and guests with the check-in procedures for CrossTown. They also ensure an accurate head count and attendance report for all CrossTown areas. They will act as an Access Control Point for anyone entering the TotTown area.



[Who is First Impressions?] continued

03

[VIP Guides]

The VIP Guides are a guests personal point of contact within the church. They assist guests with CrossTown check-in, offer refreshments from the café, offer the guests a tour of the campus and collect the guests contact info. They will also conduct the guest follow-up during the week.

[Sanctuary Ushers]

The Sanctuary Ushers assists all attendees with their seating in the main sanctuary. They ensure that there is adequate seating available by encouraging all attendees to move toward the middle of the rows. They collect the offering at the end of the service and greet attendees as they leave the main sanctuary.

[Security Assistants]

The Security Assistants ensure that everyone in attendance is safe from harm. They monitor the CrossTown areas to ensure that all security policies are being complied with. They also monitor the security of the campus. They are the first responder to any security threat.

[Medical Assistants]

The Medical Assistants ensure that any medical need that arises during the course of a worship service is responded to in a professional manner. They are the first responder to any medical emergency.

[Hospitality Assistants]

The Hospitality Assistants help ensure that all food and drink that is required for the service is prepared in a timely manner. They also prepare for the guest reception and clean it up after it concludes. They ensure that there are enough welcome gifts for all guests at the reception.

[Café Servers]

The Café Servers ensure that anyone seeking a refreshment is provided one in a timely manner and is offered that refreshment with a smile and a blessing. They are responsible for the set-up tear, down and overall cleanliness of the café area.

[Facilities Assistants]

The Facilities Assistants ensure that the church facilities are prepared for the various services. They are responsible for the set up and tear down of chairs, the clean up of miscellaneous messes and the overall look and cleanliness of the facilities.



[Who is First Impressions?] continued

03

[Service Preparation Assistants]

The Service Preparation Assistants ensure that all materials needed for the worship service are prepared and ready ahead of time. These items include but are not limited to bulletins, inserts, flyers and brochures.

[Guest Follow-Up Assistants]

The Guest Follow-Up Assistants ensure that every guest receives a phone call, thank you letter and/or email. They will ensure that guests are offered a follow-up invitation to another service or event. They will field any guest questions, comments or concerns and will encourage guests to participate in the guest survey.

[Graphic Designers]

The Graphic Designers are responsible for producing graphics, pictures and layouts for all marketing material Crossroads Church produces. They ensure that all material they produce is in compliance with the *Crossroads Church Communications Guide*.

[Proofreaders]

The Proofreaders ensure that any and all material that contains type and is produced for public viewing is grammatically correct and easily understandable. They ensure that all material is in compliance with the *Crossroads Church Communications Guide*.

[Copywriters]

The Copywriters are responsible for writing all material that contains type and is produced for public viewing. They ensure that all material contains the five need to know (who, what, when, where and why) and are in compliance with the *Crossroads Church Communications Guide*.

[Role Requirements]

[All Team Members]

[Commitment]

The individual fulfilling this role is expected to maintain an active commitment to the functions of their respective role, as outlined, for one calendar year. Any adjustments/termination to this commitment must be communicated to the corresponding Overseer (in writing and with 14 days notice) for the continued health/function of the First Impressions Team.

[Communication]

The individual fulfilling this role must be an effective communicator both orally (on phone and in person) and written. They must be able to communicate with guests, members, parents and office team in a clear and concise manner without condescension or inappropriate tone/words.



[Who is First Impressions?] continued

03

[Team Participation]

The individual fulfilling this role must have strong team skills and knowledge of what an “effective” team environment looks like and operates in. Realizing that each ministry role at Crossroads is interconnected and inseparable from others, they will need to pursue success/effectiveness in their own respective role and the overall success/effectiveness of “the team” (interdependence: If “I” win, we “all” win... If “THEY” lose, “I” lose).

[Discretion]

The individual fulfilling this role will need to know what appropriate attire (Dress to Bless) and vocabulary to use. (Reflecting a ministerial/professional tone and decency)

[Team Leaders]

[Decision Making]

The individual fulfilling this role must have a broad knowledge of the scope and vision of Crossroads and the ability to independently make critical ministry decisions. These include everything from ministry routing (connecting those in need to those who can meet the need) to prioritization (knowing whether or not something is urgent or to be placed behind other current duties). The role requires a person who is not afraid of working in a self-motivated manner.

[Organization]

The individual fulfilling this role must have strong organizational skills. They will need to keep track of the schedule and be proactive when the next quarter starts. In order to minimize a last minute attempt to filling spots on a calendar.

[Alignment]

The individual fulfilling this role must be an “abiding” member of Crossroads (regularly attending Sunday services, participating in congregational life/directives/ministry and consistently supporting the vision of the church through tithes and offerings). They must also understand and support Crossroads’ philosophy and expectations of leadership.

[Training]

The individual fulfilling this role must have completed Class 101 and the First Impressions Leader Training. It is also preferred that the individual will have completed the Class 301 also.

[The Church Body]

The Church body also plays an integral role in shaping guest impressions and should be continually encouraged in and reminded of their role in First Impressions.



[How Does It Work?]

04

First Impressions works by leading guests through eight controlled stages. From the parking lot through to follow-up we want guests to know that we have planned for their visit and that they are important to us.

[First Impressions Stages]

[Stage 1: Parking Lot Attendant]

[4-6 Support Staff]

1. Guest enters parking lot and is directed to guest parking by signs and Parking Lot Attendants.

[Stage 2: Parking Lot Greeter]

[2 Support Staff]

1. Guest is given a welcome card with reception invitation by a Parking Lot Greeter.
2. Guest is offered assistance with carrying items, small children, or provided an umbrella. Parking Lot Greeter either assists guests to or directs them to the entrance. (This is the only time that it is acceptable to ignore the walk don't point rule)

[Stage 3: Lobby Greeter]

[2-4 Support Staff]

1. Guest enters the lobby and is greeted by Lobby Greeter.
2. Greeter sees welcome card identifying them as a guest and shows guest to the Welcome Center.

[Stage 4: Welcome Center]

[4-6 Support Staff]

1. Lead Information Liaison connects guest with a VIP Guide.
2. VIP Guide assists guest with child check-in and any information requests.

[Stage 5: VIP Guide]

[4-6 Support Staff]

1. Guest is taken to Roadside Café and offered refreshments.
2. Guest is offered a tour of the campus by VIP Guide. VIP Guide uses this time to get to know the guest.
3. Guest is seated by VIP Guide in main sanctuary.
4. VIP Guide ask guest to fill out info card, collects the card and returns it to the Welcome Center.

[Stage 6: Worship Service]

[6 Ushers, Pastor and Congregation]

1. Guest participates in service.
2. Guest is welcomed generally by service leader. (Worship Leader/Pastor/Speaker)
3. During greeting time congregation greets guest. Guest is also introduced to a pastor, staff member, elder, deacon, or other ministry leader, by their VIP Guide.
4. As service ends guest is invited to guest reception by the speaker, as he points out the location.



[How Does It Work?] continued

04

[Stage 7: Guest Reception]

[4 Support Staff]

1. Guest enters reception and is greeted by Pastor and/or representatives from CrossTown, CrossWalk, LIFE and their VIP Guide.
2. Guest is presented with welcome gift and current seasonal calendar.
3. Guest is offered various food and beverages as they are given a short introduction to the church.

[Stage 8: Guest Follow-Up]

[4-6 Support Staff]

1. Guest is contacted within 48 Hours at their home by VIP Guide, or other team member, and thanked for their visit.
2. Guest is offered a chance to ask any questions and is offered a personal invitation. This invitation can be to a LIFE group, church event, coffee, dinner or any other thing.
3. E-mail is sent out to those providing it, inviting them to take part in our online guest survey.
4. Guest receives a follow-up letter within 96 hours from Pastor thanking them for their visit, inviting them back for a return visit and requesting they fill out our guest survey.

[Before, During and After The Visit: Marketing and Communications]

First Impressions does not just encompass the eight stages above, but every thing that a guest reads, hears, sees or clicks before, during and after their visit. In order to create a “Wow” experience we must ensure that all of our marketing and communications are of a high quality.

[What is Marketing?]

Marketing encompasses everything a guest sees, reads, or clicks. The most common items guests will come in contact with are bulletins, worship and sermon slides, Web sites and brochures. While these are the most common marketing the guests will come into contact with they are not the only ones. The questions “What is the impression this piece gives?”, “Who is this piece intended for?” and “What is the message this piece is communicating?” should be asked of everything that is produced.

[What is Communications?]

Communications is the how and what of the message that is sent to guests. It is the friendly voice that answers the phone, service with a smile at the café, the wording of a brochure, or the tone of voice they receive when they have a complaint. It can also be an unanswered email or voicemail, spelling and grammatical errors and poor customer service. Communications plays a vital role in ensuring guests feel important and listened to.



[Guidelines and Rules]

05

[Do's and Don'ts]

- ◆ Always walk guests to show them where something is, **NEVER** point to it.
- ◆ Always ensure class doors are locked during non pick-up/drop-off times in the toddler wing.
- ◆ Always make eye contact and smile with every person you speak with.
- ◆ Always *Dress to Bless*.
- ◆ Always honor your commitments to guests, teammates, leadership and your service schedule.
- ◆ Always serve with a friendly and happy attitude until your service time and tasks are completed
- ◆ Always maintain a team attitude. There is no "them", "him", "her", "they", "those guys", or "you guys". Only "Us". We are all working together as one body of Christ to touch peoples lives for Him.
- ◆ Always follow up with first time guests by the end of Tuesday.
- ◆ Never say "I don't know". Always say "I'm not sure, but I will find out right away." and then do it.
- ◆ Never pass off responsibility for a problem a guest has. Always take responsibility for the problem and work to find the solution. If you can't find the solution then involve someone else.
- ◆ Never say "No" to a guest. Always offer an alternative. *Example: A guest asks to bring coffee in to the main sanctuary, the response should be "We prefer bottled water only in the sanctuary. May I get You some?"*

[General Guidelines]

- ◆ No food or drink is allowed in the main sanctuary, with the exception of bottled water.
- ◆ Participants in the service should exit and enter through the rear doors once the service has begun, so as not to be a distraction.
- ◆ Guests with small children will be encouraged to check their children in to the CrossTown services.



[Guidelines and Rules]

05

[Dress to Bless Guidelines]

Seasons and styles change, but what our appearance reflects remains the same throughout the year. The aim is not to be chained by rules, but rather to give guidelines that will minimize being misunderstood. The following are general guidelines for appropriate dress helping to reflect and to maintain the integrity of our relationship with Christ as we model His love to those we serve.

[Key Verses]

“Be an example to all believers in what you teach, in the way you live, in your love, your faith, and your purity.” 1 Timothy 4:12

“And you yourself must be an example to them by doing good deeds of every kind. Let everything you do reflect the integrity and seriousness of your teaching.” Titus 2:7

[Guidelines for Everyone]

- ◆ Always wear your name badge/tag
- ◆ Please refrain from wearing clothing with large logos or brand names on them
- ◆ Please dress as you normally would, just keep it within these guidelines. We want people to see our church's unique personality.

[Men's Guidelines]

- ◆ All styles of pants are okay. Pants must be worn appropriately on the waist and not have any holes.
- ◆ Shorts are okay when seasonally appropriate. (Don't stick out of a crowd - shorts in the Winter).
- ◆ Shirts can be worn tucked in or out of the pants. No sleeveless shirts
- ◆ No hats/caps while serving

[Women's Guidelines]

- ◆ Blouses can be sleeveless, but not spaghetti straps (bra straps may not show through). They need to be buttoned up to appropriately cover cleavage. No shear blouses. The midriff, both when standing and reaching, must be covered up.
- ◆ All styles of pants are acceptable as long as they are worn appropriately on the waist/hips to allow for bending without showing undergarments.
- ◆ Skirts and dresses need to be knee length and slips worn for shear skirts.

Women have the responsibility to be aware of what they are doing as they are serving others (leaning, bending, sitting, etc.) At the Welcome Center, although behind a counter, ladies often are leaning toward a person. Women Greeters are often hugging others throughout the morning. Women Ushers are walking, bending and leaning. Please, just be aware of your actions and the distraction from worshipping it could be creating for someone who sees it.

[Hugging Guidelines]

As a general practice, both men and women are asked to hug the opposite sex with a side-hug. Sometimes others can approach us too quickly to side-hug them. In this event, ladies may place their arm between the gentlemen's chest and her own.



[Team Leader Duties]

06

[All Team Leaders]

[General Duties]

- ◆ Arrive 30 minutes prior to first service
- ◆ Monitor and help team members during their service duties, and conduct on the spot training to help them better carry out their duties
- ◆ Work with the First Impressions Director in implementing the goals and vision for First Impressions
- ◆ Managing and empowering the team to also implement the goals and vision for First Impressions
- ◆ Strategic and purposeful recruitment of new team members
- ◆ Train new team members
- ◆ Prepare a quarterly schedule for the team in order for them to know when they are serving
- ◆ Communicate via phone or face to face with each team member at least twice a month and via email weekly. This is to connect with the team members and help them feel part of a community within a larger Community.
- ◆ Attend designated meetings with the First Impressions Director of twice a quarter, once face to face with the other being by phone
- ◆ Communicate each week briefly via email/phone or face to face with First Impressions Director for a post Sunday update
- ◆ Organize a team recreation/community building outing once a quarter. While this event is not mandatory, it is in keeping with our core church vision of *Love...Grow...Serve...Go* by enabling team member to grow closer together outside of service.
- ◆ Conduct a small training refresher, coordinated with the First Impressions Director once a quarter.
- ◆ Conduct at least one face to face evaluation with each team member per quarter, to encourage, strengthen and motivate them in their service.

[Lead Greeter]

- ◆ Ensure Greeters and Parking Lot Attendants have Bulletins and Welcome Cards
- ◆ Monitor weather and ensure team members are equipped for it

[Lead Usher]

- ◆ Ensure Security and Medical Assistants have completed pre-service checks
- ◆ Ensure adequate seating is available and bring out more if necessary
- ◆ Conduct head count during service
- ◆ Collect and sort offering. Give all information cards to the welcome center and the offering to an Elder or other designated staff member.



[Team Leader Duties] continued

06

[Lead Information Liaison]

- ◆ Ensure at least one team member is in place during the service to answer telephones, assist late comers with CrossTown Check-In and monitor access to the CrossTown toddlers wing.
- ◆ Count all visitor cards at the end of each service and report numbers to First Impressions Director.
- ◆ Ensure that all guests and information requests have been followed up with.

[Lead Hospitality]

- ◆ Arrive 45 minutes prior to first service.
- ◆ Ensure that the main sanctuary has been set up for the weekend service.
- ◆ Ensure all food and drink for the café is prepared and in place 15 minutes till the start of first service and 20 minutes prior to subsequent services.
- ◆ Ensure that the guest reception is setup and ready to go 15 minutes prior to the end of each service.
- ◆ Ensure that there an adequate amount of welcome gifts ready for guest reception.
- ◆ Ensure that all leftover food is adequately packaged and saved.
- ◆ Ensure that after the last service of the day the main sanctuary is torn down for mid week activities.

[Marketing Lead]

- ◆ Ensure Lead Greeter has adequate copies of bulletins and welcome cards.
- ◆ Ensure Lead Information Liaison has all of the current weeks marketing materials and is adequately stocked with ongoing promotional materials.
- ◆ Have yourself or a team member on standby to produce more materials if the need arises.
- ◆ Ensure that the weekly bulletins, sermon notes and all slides layouts are prepped and proofread.
- ◆ Ensure the Serve Preparation Team has all materials prepared for the weekend services by Friday.



[Team Member Duties]

07

[All Team Members]

- ◆ Arrive 30 minutes prior to service
- ◆ Carry out duties described in Section 03 *Who is First Impressions* and Section 04 *How does it Work*
- ◆ Inform team leader by Thursday of any scheduling conflicts (non-emergency) that will keep you from serving on your scheduled weekend
- ◆ Maintain a professional and positive attitude in all that you do

[CrossTown Check-In]

- ◆ Monitor and control access to the CrossTown toddler wing
- ◆ Verify attendance record by conducting a physical head count

[Security Assistants]

- ◆ Ensure pre service checklist is completed. Notify Lead Usher of any deficiencies
- ◆ Monitor the physical security of the facility and ensure that guests have a safe environment
- ◆ Respond to any security threat quickly and professionally
- ◆ Report all incidents to the First Impressions Director, an in an incident report
- ◆ In the event of a disturbance by an individual:

If the individual is causing a disturbance, but is niether violent nor threatening violence:

- ◆ With the assistance of one or two ushers, escort the person away from others, either to the main lobby, a classroom, or the parking lot and attempt to discuss the problem and discern the persons intentions.
- ◆ Contact the First Impressions Director, who will in turn contact an Elder

If the person speaks of or attempts a violent action towards themselves or others:

- ◆ Take immediate action to secure the safety of others, up to and including forcefully detaining the individual
- ◆ With the assistance of one or two ushers, escort the person away from others, either to the main lobby or a classroom.
- ◆ Contact the First Impressions Director, who will contact an Elder and the local authorities.



[Team Member Duties] continued

07

[Medical Assistants]

- ◆ Ensure pre service checklist is completed. Notify Lead Usher of any deficiencies.
- ◆ Monitor the physical health and wellness of all attendees
- ◆ Respond to any medical needs quickly and professionally
- ◆ Report any incident involving CrossTown or CrossWalk students immediately to the First Impressions Director, no matter how big or small the incident was. The First Impressions Director will then notify the appropriate individuals.
- ◆ Report all incidents to the First Impressions Director and in an incident report
- ◆ In the event of a medical emergency contact the First Impressions Director, who will contact the 911

[VIP Guides]

- ◆ Ensure that you have followed up with your guest contacts from the weekend services by Tuesday.
- ◆ Personally invite guests to at least one event coming up, whether that is a FLOW group, a church wide event, or more preferably a personal invitation to coffee, lunch or something similar.

[Hospitality Assistants]

- ◆ Arrive 45 minutes early, to help prepare food and beverages for the café and guest reception.



[Creating Lasting Impressions]

08

What happens after a guests first visit? How do we move from that first impression to creating a lasting impression? How do we connect guests with others to move them toward a commitment to Christ? These are the questions that go beyond a first impression.

[Next Step Opportunities]

[LIFE Groups]

The first step in moving beyond first impressions is to actively connect guests into a LIFE group. This is where relationships are built and community is found. This is the primary means through which community is built at Crossroads.

[Core Classes]

Core Classes offer another great opportunity for guests to move beyond the first impression. They will learn more about core values through these classes starting with Class 101:Love (Membership).

[Service Opportunities]

Service Opportunities offer our guests the chance to connect with others as they serve the community of Crossroads and the community beyond. Service Opportunities will enable guests and attendees to fulfill their God given calling to serve Him with the gifts He has given them.